

WHAT IS CLAIMED IS:

1 1. A computer implemented method for determining when to insert supplemental
2 content between requested content, comprising:

3 intercepting a first request from a user for first content;
4 capturing a second request from said user for second content;
5 determining that said second request is independent of said first
6 content; and
7 facilitating the insertion of supplemental content between said first
8 content and said second content.

1 2. The method according to claim 1, further comprising the step of ascertaining,
2 prior to said facilitating step, that said second content is not related to said first
3 content.

1 3. The method according to claim 1, wherein said determining step further
2 comprises recognizing that said second content is of a predetermined type.

1 4. The method according to claim 3, wherein said recognizing step further
2 comprises identifying a file extension associated with said second request.

1 5. The method according to claim 3, wherein said recognizing step further
2 comprises identifying that said second content is not of a type normally used to render
3 said first content.

1 6. The method according to claim 3, wherein said recognizing step further
2 comprises identifying that said second content is of a type selected from a group
3 consisting of: text documents, Hypertext Markup Language, Java Server Pages,
4 Active Server Pages, Common Gateway Interface script files, and Perl source code
5 files.

- 1 7. The method according to claim 1, wherein said determining step further
2 comprises concluding that said second request originated from said first content if
3 said second request is made within a predetermined time.
- 1 8. The method according to claim 6, wherein said concluding step further
2 comprises concluding that said second request originated from said first content if
3 said second request is made within five seconds of when said first request was made.
- 1 9. The method according to claim 1, wherein said determining step further
2 comprises ascertaining that said second request is not on a list of known supplemental
3 content servers.
- 1 10. The method according to claim 1, wherein said determining step further
2 comprises:
3 receiving said first content;
4 parsing said first content;
5 determining that said second request is not embedded in said first
6 content.
- 1 11. An apparatus for determining when to insert supplemental content between
2 requested content, comprising:
3 a bus;
4 a central processing unit electrically coupled to said bus;
5 a communications interface circuit electrically coupled to said bus and
6 capable of electrically coupling to an electronic network; and
7 a memory electrically coupled to said bus, said memory comprising:
8 instructions for intercepting a first request from a user for first content;
9 instructions for capturing a second request from said user for second
10 content;
11 instructions for determining that said second request did not originate
12 from said first content; and

13 instructions for facilitating the insertion of supplemental content
14 between said first content and said second content.

1 12. A computer program product for use in conjunction with a computer system,
2 the computer program product comprising a computer readable storage medium and a
3 computer program mechanism embedded therein, the computer program mechanism
4 comprising:

5 instructions for intercepting a first request from a user for first content;
6 instructions for capturing a second request from said user for second
7 content;

8 instructions for determining that said second request did not originate
9 from said first content; and

10 instructions for facilitating the insertion of supplemental content
11 between said first content and said second content.